

Alfa Romeo US dealer network established

- Initial pool of 86 dealers in US and Canada drawn from existing FIAT and Maserati brand dealers
- Additional Alfa Romeo franchises to be awarded later this year

As the two-seat Alfa Romeo 4C sports coupe approaches its on-sale date in the US, marking the return of the brand to our shores after an almost 20-year absence, an initial group of 86 dealers have been awarded Alfa Romeo franchises in the US and Canada.

Eighty-two first-wave Alfa Romeo dealers in the US will be located in 33 states, with California, Texas and Florida having the largest concentration. There are four Alfa Romeo dealers in Canada in this first group. In the US, 79 were granted to existing Fiat dealers. Alfa Romeo and Fiat are both brands of Fiat Chrysler Automotive.

"This group of dealers represents the first phase in the Alfa Romeo dealer network selection process," said Peter Grady, VP of network development, Chrysler Group. "Each Alfa Romeo dealer

will have a unique staff dedicated to the brand's premium market clientele. We require each Alfa Romeo dealer to have their sales and technical staff go through an intensive curriculum to ensure the highest levels of customer care and proficiency on the Alfa Romeo 4C. We anticipate that the Alfa Romeo dealer network ultimately will exceed 300 franchises in North America."

Additional Alfa Romeo franchises will be awarded this year. Initially, each franchise will receive the highly-anticipated Alfa Romeo 4C Launch Edition.

Convenient to Arizona, there are two new Alfa Romeo dealers in state, two in southern Nevada and seven in Southern California (including one in Central Valley Bakersfield). All of these spin off existing Fiat dealerships of the same basic name.

Arizona

Larry H. Miller Alfa Romeo Tucson, Tucson AZ
Alfa Romeo of Scottsdale, Scottsdale AZ

California

Of 13 total in the state, these are in range:
Alfa Romeo of Bakersfield, Bakersfield CA
Orange Coast Alfa Romeo, Costa Mesa CA
Santa Monica Alfa Romeo, Santa Monica CA
Alfa Romeo of Los Angeles, Los Angeles CA
Kearny Mesa Alfa Romeo, San Diego CA
Walter's Alfa Romeo, Riverside CA
Mossy Alfa Romeo, National City CA

Nevada

Alfa Romeo of Las Vegas, Las Vegas NV
Findlay Alfa Romeo, Henderson NV ■



2015 Alfa Romeo 4c has a 240-hp 1.7L four, 6-speed automated manual transmission and rear-wheel drive. Estimates are around \$60,000.

